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## **Abstract:-**

Historically, gold has played a significant role in the global financial system. It is scarce, chemically stable, malleable, beautiful - and universally precious. It has endured as a store of value for thousands of years and remains wildly popular today, with an average of \$112.2 billion-worth of gold trades occurring daily through ETFs, derivatives and physical markets. 1 Gold endures as a preferred safe-haven in crisis, is widely recommended as part of a diversified investment portfolio and continues to be the preferred asset over local currencies for billions of 2 individuals in countries with unstable fiat tender. we are on a mission to digitize and mobilize the world's assets. We have a vision for a future where assets can move globally, 24/7, in a frictionless economy. We see gold as being an ideal asset for our efforts as it is uniquely desirable, yet unwieldy; its market value is more than \$9 trillion despite being a physically cumbersome and expensive asset to own, store and 3 move. In this paper, we introduce HDG Gold, a tokenized version of gold that represents real, physical gold. It gives token-holders actual gold ownership in the most secure vaults in the world along with the portability of a digital wallet. We provide some historical context to demonstrate the importance of a modern, digital approach to gold access. Finally, we present details about the infrastructure behind the product, including our structure as a regulated Trust company, the technical design of our smart contracts and other details of our operations. We have created the easiest way for people to affordably own, hold, trade, lend or move investment-grade, physical vaulted gold - without the worry, cost or inconvenience of physical storage and security. HDG Gold mobilizes and democratizes access to gold globally.

## **INTRODUCTION TO Heera Digital Gold :-**

Today's gold market is defined by a fundamental contradiction: there is currently no investment-grade physical gold product that is both easy to own and easy to trade. Buyers can own large quantities of physical, allocated, investment-grade gold, but it is expensive to store, not easily divisible, cumbersome to move and, therefore, very difficult to trade or

leverage. Alternatively, investors can trade wholesale, unallocated gold, gold ETFs or gold futures which are all derivatives or securities, but not ownership of the underlying gold. The product being traded is merely synthetic gold value. In other words, the price of liquidity and fungibility for gold inventors (or any commodity investor) is the lack of ownership in the real, physical asset.

HDG provides an innovative solution to these fundamental tradeoffs with HDG Gold (HDG). It is a digitized version of real, physical gold of the highest quality, Association-accredited Indian Good Delivery gold held in the most secure vaults in the world. These investment-grade gold bars are typically about 400 fine troy ounces, each worth over \$600,000 (according to today's market prices in January 2021), and therefore typically only accessible to the largest of institutions. By tokenizing this gold and putting it on a blockchain, HDG is making it possible for anyone to own fractions of this highly desirable and secure gold. HDG Gold solves the fundamental challenges of the gold market and democratizes access.

Each HDG token represents one fine troy ounce of physical gold from a specific serialized gold bar. If customers own enough HDG to represent an entire gold bar, they can redeem their tokens of gold. On the other hand, ownership can be divided into units up to 18 decimal points, making it possible to own miniscule amounts of top-quality gold for the first time. HDG is built as a Binance-based BEP-20 token so that it has portability across the Binance blockchain's extensive network of wallets, exchanges, lenders and other platforms.

Ownership, on the other hand, may be split into quantities of up to 9 decimal points, allowing for the first time to possess minute amounts of high-quality gold.

Heera digital gold is created as a Binance Smart Chain token-based BEP-20 token, allowing it to be transferred over the binance blockchain's vast network of wallets, exchanges, lenders, and other platforms.

## **The Future of Cryptocurrency Investing:-**

Over the last several years, cryptocurrencies have shown to be the fastest growing asset class, providing fantastic returns to those who chose to invest. Long-term investors and day traders both profit from the unique chances provided by the most promising market we have ever seen.

To be successful, however, investments in cryptocurrencies need time, particular expertise, analytical abilities, and professional equipment. The difficulty is the primary reason why most people lose out on wonderful chances presented by a thriving market.

This was the case until the introduction of the Heera Digital Gold.

## **Why BEP -20 Token ?**

BEP-20 is an abbreviation for BEP-20 The revolutionary to the blockchain ecosystem as a whole, as, for the first time ever, people gained a way to launch their own tokens and smart contracts. For years, the Ethereum network was the default place for launching innovative blockchain-based projects. However, the increasing popularity

of cryptocurrencies, and the advent of decentralized finance (DeFi) solutions specifically, have caused massive problems with the efficiency of the Ethereum blockchain. The transaction times and fees on the Ethereum network have become so high that many crypto enthusiasts have stopped using ETH altogether, and blockchain developers have started to look for a better alternative. That's what led to the creation of the Binance Smart Chain.

## **What is Binance Smart Chain ?**

(Binance Chain (BSC) is a high-end blockchain infrastructure created by Binance, one of the world's leaders in providing blockchain solutions. Binance Smart Chain was designed to fulfill the same purposes as Ethereum - the ability to launch tokens, smart contracts, and decentralized applications-but with much better efficiency. While the Ethereum network uses a token format called ERC-20, the BSC blockchain has its original, innovative token format: BEP-20. Tokens utilizing the BEP-20 format can be purchased, sold, and transferred with fees that can be 30-100x lower compared to Ethereum fees. Not only are the fees, but also the transaction times of Binance Smart Chain much lower than Ethereum's. Overall, BSC is simply a much more effective solution than ETH. Since Moon Portal is an ecologically oriented project, choosing the more energy-efficient solution was the obvious choice to make.

## **THE DESIGN OF HDG :-**

Basics of HDG Gold is a digital asset where one token represents one fine troy ounce of a Indian Good Delivery gold , stored in professional vaults in indian . Anyone who owns HDG Gold owns the underlying gold which is held under the custody of HDG Trust Company. The value of HDG Gold therefore also tracks with the real-time market price of gold. HDG Gold is built as an Binance-based token following the BEP-20 protocol, making it compatible with all Binance wallets that BEP-20 tokens. All transactions operate according to the rules of the smart contract on the Binance blockchain. Because of this smart contract, transactions eliminate human error and the system operates only as programmed. Like any Binance-based token, HDG Gold is available 24/7 to facilitate settlement against various assets. Unlike traditional gold, which is only available to settle trades during banking business hours, HDG Gold can move anywhere, anytime.

### **➤ Key Product Benefits**

- **Allocated :-** Heera Digital Gold is assigned down to the serial number of each individual . and is backed by genuine gold. Heera Digital Gold is instantaneously transferrable internationally due to its usage of the Binance Smart Chain blockchain. The token transfer shifts the assigned ownership, making trading allocated gold easier and faster than before.
- **Redeemable -** HDG Gold is redeemable in several forms, unlike any gold products available today. Customers can convert their HDG Gold into physical allocated gold, unallocated gold entitlements or fiat. customers can redeem full-sized indian Good Delivery gold . Through a network of gold retailers, they can convert smaller amounts to physical gold all over the world.
- **Programmable -** Due to the digital and programmable nature of the smart contract, HDG Gold is easy to convert, trade or use in many other ways. Programmable gold creates significant new functionality in the trading world.

- **Available to Everyone** - Because Heera Digital Gold has a very low investment requirement (0.01 Heera Digital Gold or \$2), retail buyers may now own fractional .s like never before. Anyone or any organisation can purchase Heera Digital Gold.
- **Low Fees** - Heera Digital Gold features low fees and is a far more appealing investment vehicle than other gold products. There are no storage costs and just a few minimal creation/destruction expenses that are scaled based on volume. There is a minimal HDGos transaction cost (0.02 percent) as well as the regular binance gas fees for on-chain transactions (transferred via Binance) (typically a few cents)
- **Bankruptcy Restraining Order** - Because Heera Digital Gold is issued by a state-chartered trust business, client assets are kept separate from the company's assets. All golds represented by Heera Digital Gold tokens are held in trust by HDG for Heera Digital Gold holders and do not become part of the company's estate in the event of insolvency.
- **Decentralized** - Heera Digital Gold retains the natural character of gold by running on an open blockchain. There is no one company or group that has complete control over the asset or the market.
- **Easy to Trade** -Heera Digital Gold will trade against fiat and digital assets on HDG itBit and other exchanges.

## **Using of Heera Digital Gold :-**

**Bitcoin supporters are typically drawn to gold for many of the same reasons: they are both decentralised, "outside" assets that are not liable to anyone else and are not attached to any one currency.governance; both are uncommon; both transcend boundaries and are generally acknowledged.**

**We anticipate that many people who own and trade Bitcoin will also be interested in owning and trading gold, and that Heera digital gold will be a simple introduction to a new asset class within a short period of time a well-known ecology Heera digital gold will be listed and traded on crypto-asset exchanges throughout the world. directly in opposition to bitcoin and other crypto-assets**

**Heera Digital gold,Gold is an appealing choice for the many individuals across the world who are interested in keeping real gold as an investment since it costs no storage fees, is allocated to high grade gold, and is widely accessible. People who own gold may choose to transfer their holdings to Heera Digital gold. Finally, we anticipate that lending and borrowing against gold will be a significant use case. Heera Digital gold is anticipated to be embraced by cryptocurrency lending services, allowing users to possibly earn interest on their Heera Digital gold investments. This is likely to be particularly appealing to individuals who already own gold.**

## **Technology:-**

Heera Digital Gold is a BEP-20 blockchain token produced by HDG. An BEP-20 token is a Binance smart contract that adheres to a common protocol for storing bespoke tokens on the blockchain. The contract must specifically state fundamental token features (name, symbol, decimal precision), manage the overall amount of tokens, maintain a token balance for each Binance address, and allow address owners to transfer portions of their balance to other addresses.

Because Heera digital Gold follows to the standard BEP-20 protocol, several Binance-supported exchanges and wallet applications already enable viewing and exchanging Heera digital Gold.

**The benefits of building on binance and BEP-20 include:-**

- The security and availability guarantees of one of the largest global blockchain networks (Binance) and its proof-of-work model;
- A simple and familiar smart-contract pattern;
- Publicly verifiable token supply, account balances, and on-chain procedures;
- Ability to integrate with other smart contract applications like distributed exchanges, distributed apps, and swap contracts;
- Broad adoption by crypto stakeholders such as exchanges, crypto asset organizations, institutional investors and retail users;
- Reduced dependency on any single authority due to decentralization; and
- Access to a broad market that includes all individuals with an internet connection.

Heera digital Gold is only available on binance today, but it may also be launched on other chains in the future if there are compelling benefits. The Binance contract address is `0xbf87ed8a9a9353ddd8d5337104e388d52bce3f2c`

## **Toknomics:-**

**Total supply:- 300,000,000**

**Sale 60%**

**team 10%**

**air drope and promotion 3%**

**partnership colabration advertisement 20%**

**marketing 7%**

## **The Features of HDG:-**

### **Strength**

- **Eperience .**

- **Affordable pricing .**
- **Security ,reliability,100%**
- **Transparency.**
- **Customer service .**
- **No cross-border cash transaction as everything is done through HDG token.**

## **Weakness**

- **Limited funds.**
- **Low brand recognition.**

## **Opportunities**

- **Potential to penetrate and expand into new global Markets.**
- **Attractive to previously untapped markets.**
- **Ability to form strategic alliances and partnerships globally.**

## **Threats**

- **Strong competition .**
- **Changes in government policy.**

- **Cyberattacks which will be mitigate and minimised by Having our own server.**
- **Uncertain economic future and the need to act very quickly to Those circumstances.**

## **Team :-**

**We understand that having a strong management team and aproven business strategy is fundamental to our project success.our portfolio constructs are primarily driven by our focus on the industry as a whole. This is why only the best brains in the industry have come together to achieve this landmark feat.**

**Our team consist of impressive experts in the blockchain and cryptocurreny niche,professionals in the finance industry, and thought leaders in tech.**

## **Glitches trying to solve by our company :-**

- **DGc to explore Defi application powered with community governance.**
- **Fully Decentralized in every senese of the word .**
- **Prevent the scams & rug pulls**
- **Provide every holder with simple and effective way to gain exposure to digital assets.**
- **Degree. Validity and increase positive price. Pressure in digital asset holding.**
- **Single chain network. Dependency.**
- **Lower. The .rier for. Entry to advanced financial ecosystem .**
- **Transparency of the whitelisting selection process.**
- **Operate as a community foused and community driven digital asset**
- **Separate KYC submission problem.**

- Issues regarding sale and purchase of assets between blockchain .
- Cross chain swaps.

## **Strategy :-**

**Launching a Heera digital gold coin project is one thing, and marketing the project is another.**

**Considering the competition in the crypto space, placing a few ads won't result in**

**crypto marketing success. You need a fool-proof marketing strategy that involves**

**different marketing verticals.**

**This white paper will discuss four crypto marketing strategies that will take your**

**crypto project from the ground up to become a trend.**

### **1. Maintain Your Audience's Interest**

**The thrill of waiting for your favorite web series after the trailer launch cannot be described.**

**Not only web series, but if you look at any major event, you will notice it creates hype. And**

**guess what, the same rules apply to the crypto world.**

**You need to create massive anticipation for your crypto launch.**

**For this, you need to keep pushing updates about the crypto launch. Keep your audience**

**informed about which milestones your project has achieved, the next plan on the roadmap,**

**when the crypto ICO will go live, etc. To push updates about your project, you can use**

**calendar sites like ICOCountdown, ICObench, CoinMarketCal, and Coindar.**

## **2. Incentivize word-of-mouth with referral programs.**

**Referral programmes have one of the highest conversion and retention rates amongst all**

**marketing channels. The math is simple. We would trust a product if a friend referred it to us.**

**And so does everyone.**

**When you incentivize this word-of-mouth marketing, you will create a loyal customer base. In**

**a referral program, you reward the promoter and the referral. This way, you create a win-win**

**situation for everyone.**

**Apart from referral programs, you can also run affiliate marketing programs. These**

**programmes bring more traffic as affiliates often have an existing customer base. Juggernauts**

**like Coinbase and Binance also have their affiliate marketing programs.**

**This indicates the**

**effectiveness of word-of-mouth marketing.**

### **3. Airdrop Tokens**

**Thanks to many airdrop scams, airdrops are not as popular as they used to be. Nonetheless,**

**airdrops still create the most buzz.**

**During airdrops, you distribute free crypto tokens to those who register for them. As this**

**distribution is free, it attracts more people, thereby increasing your reach.**

**Not only wide reach,**

**but airdrops also bring liquidity for your crypto project.**

**Similar to ICOs, there are airdrop calendars too. Push your airdrop alerts onto sites like**

**AirdropsAlert or Airdrops and see the hype.**

### **4. Run Marketing Campaigns On Social Media And Do Email Marketing**

**Social media is central to your crypto marketing success. If you wish to receive massive**

**attention, social media is the go-to channel. Try to push ads on as many platforms as you can.**

**Use Twitter, Facebook, YouTube, and Reddit. Additionally, you can use platforms like Steemit**

**and Publish0x to target crypto enthusiasts. If you have a good budget, you can also leverage**

**influencers to spotlight your crypto project.**

**Moreover, be active on social media among crypto circles. Try to participate in discussions,**

**post your opinions about crypto events, and much more.**

**Next, use email marketing. Yes, email marketing is not dead yet. It is amongst the best**

**marketing channels. Leverage email databases and send weekly newsletters to your potential**

**customers. You can also push airdrops and other event updates directly into your customer's**

**inbox.**

## **Crypto Exchanges and Wealth Management :-**

**When exchanges integrate HDG tokens as a cryptocurrency pair, they will be able to offer a gold hedge to cryptocurrencies as part of their service offering. Wealth management services that adjust your cryptocurrency / crypto asset holdings can be developed to manage an individual's crypto financial risk profile.**

## **Conclusion:-**

**Heera Digital Gold will provide a transparent, audit friendly, safe protocol that leverages the full potential of Binance decentralized consensus ecosystem and IPFS to facilitate crypto assets on the blockchain.**

